

**In the Claims:**

1. (Currently Amended) A method to be performed in a wireless phone, comprising:  
receiving, from a source, a first message having a first beacon activation command; ~~and~~  
activating a beacon per the command; and  
embedding location information of the wireless phone into the beacon.
2. (Canceled)
3. (Original) The method of claim 1, further comprising sending a message having location information to the source.
4. (Original) The method of claim 1, further comprising displaying a warning message of pending beacon activation.
5. (Original) The method of claim 1, wherein the first beacon activation command includes beacon parameters.
6. (Original) The method of claim 5, further comprising receiving a second message having a second beacon activation command, the second beacon activation command having different parameters than the first beacon activation command.

7. (Original) The method of claim 6, wherein the beacon parameters include beacon power, beacon cadence, beacon duration.
8. (Original) The method of claim 1, wherein activating uses default beacon parameters if the beacon activation command does not include parameters.
9. (Original) The method of claim 1, further comprising:  
determining to enter a power save mode; and  
if it is determined to enter the power save mode then  
turning off a receiver in the wireless phone, and  
activating the beacon per power save beacon parameters.
10. (Original) The method of claim 1, wherein the first message includes a SMS text message.
11. (Currently Amended) A wireless phone, comprising:  
means for receiving, from a source, a first message having a first beacon activation command; ~~and~~  
means for activating a beacon per the command and  
means for embedding location information of the wireless phone into the beacon.
12. (Currently Amended) A computer-readable medium for storing instructions to cause a wireless phone to perform a method, the method comprising:  
receiving, from a source, a first message having a first beacon activation command; ~~and~~

activating a beacon per the command; and  
embedding location information of the wireless phone into the beacon.

13. (Canceled).
14. (Original) The computer-readable medium of claim 12, the method further comprising sending a message having location information to the source.
15. (Original) The computer-readable medium of claim 12, the method further comprising displaying a warning message of pending beacon activation.
16. (Original) The computer-readable medium of claim 12, wherein the first beacon activation command includes beacon parameters.
17. (Original) The computer-readable medium of claim 16, the method further comprising receiving a second message having a second beacon activation command, the second beacon activation command having different parameters than the first beacon activation command.
18. (Original) The computer-readable medium of claim 17, wherein the beacon parameters include beacon power, beacon cadence, beacon duration.
19. (Original) The computer-readable medium of claim 12, wherein the activating uses default beacon parameters if the beacon activation command does not include parameters.

20. (Original) The computer-readable medium of claim 12, the method further comprising:  
determining to enter a power save mode; and  
if it is determined to enter the power save mode then  
turning off a receiver in the wireless phone, and  
activating the beacon per power save beacon parameters.
21. (Original) The computer-readable medium of claim 12, wherein the first message includes a SMS text message.
22. (Currently Amended) A wireless phone, comprising:  
a communications engine, communicatively coupled to a wireless transceiver, capable to receive, from a source, a first message having a first beacon activation command via the transceiver;  
a location determining device; and  
a beacon engine, communicatively coupled to the communications engine, the location determining device, and to the transceiver, capable to transmit a beacon via the transceiver upon receipt of the first message having a beacon activation command and further capable to embed location information of the wireless phone into the beacon.
23. (Canceled).

24. (Currently Amended) The phone of claim 22, ~~further comprising a location determining device communicatively coupled to the beacon engine, and~~ wherein the beacon engine is further capable to send a message having location information to the source.

25. (Original) The phone of claim 22, further comprising an interface engine, communicatively coupled to the communications engine, capable to display a warning message of pending beacon activation.

26. (Original) The phone of claim 22, wherein the first beacon activation command includes beacon parameters and wherein the beacon engine transmits the beacon according to the beacon parameters.

27. (Original) The phone of claim 26, wherein the communications engine is further capable to receive a second message having a second beacon activation command, the second beacon activation command having different parameters than the first beacon activation command, and wherein the beacon engine is further capable to transmit the beacon according to the beacon parameters of the second beacon activation command.

28. (Original) The phone of claim 27, wherein the beacon parameters include beacon power, beacon cadence, beacon duration.

29. (Original) The phone of claim 22, wherein the beacon engine uses default beacon parameters if the beacon activation command does not include parameters.

30. (Original) The phone of claim 22, wherein the beacon engine is further cable to:  
determine to enter a power save mode; and  
if it is determined to enter the power save mode then to  
turn off a receiver in the transceiver, and  
transmit the beacon per power save beacon parameters.
31. (Original) The phone of claim 22, wherein the first message includes a SMS text message.